



Campus Media Inc 165 West 46 Street New York 10036 NY Area 212 245-0950

1 December 1970

Mr. Jeffrey Harris
Secretary-Treasurer
The Ivy Network Corporation
242-A Yale Station
New Haven, Connecticut 06520

Dear Jeff:

In one of my periodic checks through our accounts book, I came across some rather sad performances on the parts of the various Ivy stations or your office. I'm referring to the delivery of affidavits for spots ordered to this office.

I'll list out the stations and what is delinquent from each of them:

WESU	Catch-22 - 970-105-01	<i>contract came after movie left</i>
WYBC	Sports Illustrated - 470-208-01 Catch-22 - 970-105-01 Ampex Records - 970-35-01	
WVBC	Catch-22 - 970-105-01	
WHRB	Catch-22 - 970-105-01 Ampex Records - 970-35-01	
WTBS	Catch 22 - 970-105-01	
WMS	Sports Illustrated - 470-208-01 we have partial affidaviting here	
WPRB	Sports Illustrated - 470-208-01 again partial affidaviting	
WKCR	Ampex Records - 970-35-01	
WLRN	Public Service Electric & Gas - 1070-30-01	

To show our good faith, we were most happy to pay the debt owed you in installments satisfactory to both of us; we also agreed to pay you half on ordering for all spots bought from any Ivy stations. I think it's about time there was some

I have not yet

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reciprocation. We've been extremely patient in applying our penalty provisions on late affidavits but the continual, habitual lateness we face from the Ivy stations has our operation slowed immeasurably. As a result, we are starting, effective immediately, to apply our penalties to any and all Ivy station affidavits received late in this office. Whether you decide to pass the penalties along to the stations or absorb them in your office is strictly up to you.

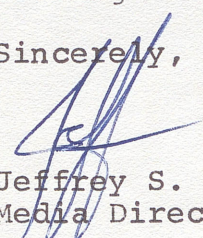
Jeff, I don't like to apply penalties any more than you do but I really don't know what else to do. If you've any ideas as to how to speed things up, please let me know. The only thing that I can think of right now would be for the Ivy stations to send affidavits directly to Campus Media Inc with a copy to your office. In that way, we both could identify the offenders and maybe work out a way to clear this mess up.

A second problem that we have with several of your stations is that of broadcast acceptances/refusals. We send two copies of broadcast orders so that we can both save the station time in accepting an order as well as so we can know the status of ordered accounts. I know you do the same thing when you send orders. I'm going to have to fall back on a procedure that we have established; that procedure is that if we don't receive an acceptance/refusal within 10 days we will send a delinquency notice. If there is no acceptance/refusal received in this office within ten days of sending of the delinquency notice, we then cancel the order, whether or not the station runs the spots. Again, if you have any ideas on how to alleviate this situation, please let me know.

With clients as hard to come by as they are in the present economic situation, I'm sure you'll agree we should make every effort to fully live up to what is expected in the way of promptness. I don't know if your sales people are experiencing the same thing but we are finding that many agency people are at least starting to make campus radio a serious consideration in their media planning. If, when one of these clients makes a small test campaign we not only help his sales but also are prompt and efficient when it comes to paperwork, we can't help but make a good impression. It's the good impressions that are going to get us sales in the future.

Looking forward to hearing from you.

Sincerely,



Jeffrey S. Fannon
Media Director

JSF/jmg

